

MINUTES – LETA Executive & Finance Meeting

7733 PERKINS ROAD ☞ BATON ROUGE, LA – 12:00 p.m. – Thursday, March 9, 2012

LETA Present

Glenn Kinsey • Gigi Carter
Dr. Bill Weldon • Chris Goudeau
Wayne Berry • Payton John

LPB Staff Present

Beth Courtney • Jeanne Smith
Clay Fourrier • Joanne Gaudet
Barbara Williams • Bob Neese
C. C. Copeland • Dr. Bill Arceneaux – FELPB

Guest: Shelia Pounders – Regional Customer Service Manager of Entergy Louisiana

1. **Call to Order:** Glen Kinsey called the meeting to order. **Presentation:** Jeanne Smith introduced to the board, Sheila Pounders who is the Regional Customer Service Manager with Entergy Louisiana. Ms Pounders presented LPB with a \$25,000 check. This is the first installment of their \$50,000 commitment to the Louisiana: 200 Years of Statehood documentary. LPB will receive the balance in January 2013.
2. **Minutes Approval:** The minutes were presented from the previous meeting for approval. **Motion:** Dr. Weldon moved and Chris Goudeau seconded that the minutes be accepted and adopted. **Action:** Motion carried.
3. **LETA/Foundation Finance Report:** Joanne Gaudet – We are 67% through the fiscal year and 65% through our annual expenditure budget. We remain in line and on track with the current fiscal year budget. Total revenue to date is \$6,298,233, which is 67% of our overall budgeted revenue, and which is comprised largely of general fund revenue from the State. We have received 75% of our general fund revenue, which is \$5,419,215 of our projected \$7,225,623 general fund budget. Self-generated revenue is \$866,518, which is 43% of the total projected self-generated budget of \$2,036,451 which includes \$325,995 received from the Foundation in the form of our final “Due to LETA” payment. The balance includes the usual (1) Friends Rent (2) Foundation rent, (3) truck uplinks, and others – all which are on track with budget projections. Total expenditures to date are \$6,167,520. Largest expenses to date are personal services – salaries – in the amount of \$4,417,220, which is about 65% of the projected annual personal services budget of \$6,780,515. Other major year-to-date expenses include \$1,015,773 for operating services which is comprised of maintenance contracts, utilities, satellite lease, land & tower leases, phones, etc., and \$632,350 in interagency transfers – which consists of risk management, civil service, state mail, among other expenses. Total net of revenue over expenses is \$130,713. **Motion:** Gigi Carter moved and Dr. Weldon seconded that the financial reports be accepted. **Action:** Motion carried.

FLPB Report: Payton John reported that the Legends Gala is 61 days away on Thursday, May 10th. The goal is \$120,000. Current sponsorships total \$59,275. Current sponsors are: Community Bank - \$10,000 – underwriters for the Legends Series, Acadian Ambulance—\$5,000, Blue Cross and Blue Shield—\$5,000, Chesapeake Energy—\$5,000, Louisiana Lottery—\$5,000, Roy O. Martin Lumber—\$5,000, Tunica Biloxi—\$5,000, and James Davison Family/Squire Creek—\$1,000. LETA Board members were encouraged **to** take a sponsorship package with them today. If they have any suggestions for potential sponsors, Friends would be happy to mail them a packet. LETA was also asked to come up with additional names for the invitation list. Pending sponsorships are Willis Knighton - \$10,000, Shell Oil - \$10,000, Encana Natural Gas - \$1,500, Northwestern University - \$5,000, Gerry Lane Enterprises - \$1,500, and Our Lady of the Lake - \$1,500. **March Pledge Drive:** Current pledge totals: \$134,262 with 842 pledges. **LPB’s Easter Eggstravaganza** will be held at the Jambalaya Park in Gonzales on Saturday, March 31st from 10:30am – 1:30pm. There will be springtime excitement with Super WHY! and Princess Presto! Join us for an Easter Egg Hunt, face painting, storytellers and a special visit from the Easter Bunny. Moby Pincher will be there to put on a show along with the Center Stage performers. Children will also receive a sweet treat from Kleinpeter Dairy Ice Cream. Cost is \$10 per child to participate in the Easter Egg Hunt and Photo. **FLPB January 2012 Financial Statement:** Membership Revenue was \$105,998. Through the month of January, overall revenue was \$1,262,040.55. Currently, we are \$118,184.05 over where we were at this point last year. This is mainly due to the success of the Art Auction and Car Giveaway. Expenditures for the month of January totaled \$78,701.

Chairman's Report: LETA Chairman Glenn Kinsey reported that the BESE board has appointed Ms Carolyn Hill, a member of the BESE board, to serve on the LETA board. LETA board materials will be sent to Ms Hill and a tour of LPB facilities will be scheduled. *Executive Session:* Glenn Kinsey appointed Vice-Chair Gigi Carter to head a performance evaluation committee for the Executive Director of LETA. *Sunset Review* hearing: Beth Courtney, Glenn Kinsey and Joanne Gaudet will be attending the Sunset hearing on Thursday, March 15 before the House and Senate education committees. The hearing is to review and evaluate the functions of LETA.

President's Report: Beth Courtney stated that McCleod Lecture Series went very well on March 1st. This year's guests were former House Speakers. The Series will air April 12th. Turning The Tide award ceremony is Saturday, March 10th in Covington at the Clarion Inn.

Engineering Update: Engineering assistant director, Clarence Copeland updated the board on the Baton Rouge transmitter. On February 18, 2012, WLPB transmitter failed at 2:05 a.m. Engineers were dispatched to site. The transmitter was brought down to 50%. It was discovered the high voltage wires in the Beam Transformer had burned up. Pictures of the damage were available to the board members to view. Parts were ordered and replaced. Following, a number of repairs, the transmitter is back up at 100%.

Programming Update: *Great Performances:* Tony Bennett Duets II will air Sunday, March 11 at 8:30 p.m. and Thursday, March 15 at 9:30 p.m. The legendary singer is joined by Andrea Bocelli, Michael Buble, Sheryl Crow, Lady Gaga and Josh Groban. *Finding Your Roots with Henry Louis Gates, Jr.* will premiere Sunday, March 25 at 7 & 8 p.m., Monday, March 26, and Wednesday, March 28 at 9 p.m. This documentary traces the heritage of celebrities including Harry Connick, Jr. and Branford Marsalis. *Clarence John Laughlin: An Artist with a Camera* airs Monday, March 12 at 8:00 p.m. This is a biography of the famed Louisiana photographer. *Louisiana: 200 Years of Statehood* is a preview of the upcoming LPB documentary about Louisiana's first two centuries of statehood. It airs Thursday, March 15 at 7 p.m. and Monday, March 19 at 7:00 p.m. *Masterpiece Classic: Great Expectations* airs April 1 and 8, is a new adaptation of the Dickens classic stars Gillian Anderson ("X Files"), and David Suchet ("Poirot"). *American Masters* airs Monday, April 2 at 8 & 9, profiles of *Gone with the Wind* author Margaret Mitchel and Harper Lee the author of *To Kill a Mockingbird*. *Live from Lincoln Center* with Renee Fleming Friday, April 6 at 9 p.m. LPB announced the 2012 winners of the Louisiana Young Heroes Awards last Friday. *Young Heroes Day* is April 18. Special thanks to Wayne Berry for helping with the final judging.

Production Update: *Bicentennial update: Then & Now* segments were previewed by the board. Clay Fourrier stated that the *legislative session* starts Monday, March 12th. LPB *Capitol Beat* also starts and will be in progress throughout the session. *Louisiana Public Square* will tape on Wednesday, March 28th in the studio at 7:00 p.m. on the topic of the state's retirement system. McCleod Lecture Series will air April 12th.

Underwriting Report: Jeanne Smith reported that we are now 61% through the Underwriting goal as of February 15th totaling \$276,746.69. Booked businesses are LA LP Gas Commission, Kilpatrick Companies, and LA Forestry Association.

Submitted by Barbara A. Williams – bawilliams@lpb.org – 225-767-4200